



WJLA-TV WASHINGTON, DC

WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

National Media Research Planning
815 Slaters Ln
Alexandria, VA 22314

Contract # 3091325
Schedule Dates 11/27/17-12/08/17
Advertiser Peter G Peterson Foundation (106969)
Agency National Media Research Planning (14053)
Product POLITICAL ISSUE (ns) (1187)
Brand TV Nov 27-Dec 8 (974765)
Salesperson Monares, Barbara (3870)
Sales Office WJLA/GJLA/EJLA
Buyer Name Angle,Ben
Phone/Fax /
CPE 456/862/8940
Account Types Local/Political Issue Agency BRD
Billing Type Weekly/Irregular
Comments 11/27/17 Peterson

Date Entered 11/08/17
Last Modified 11/08/17
Entered By Tiffany Lewis
CO-OP No
Headline #
Demo A35+
Order Type Normal
Package Deal
Commission % 15.00
Commission \$11,250.00
Net Total \$63,750.00
Sales Tax

Washington (WJLA)

By Broadcast Month	Spots	Rate
Dec. 2017	42	\$75,000.00
Grand Total:	42	\$75,000.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	12/03/17-12/03/17	2	:30	10A- News-Full Measure with Sharyl Attkisson								1	1	\$500.00	\$500.00	Washington (WJLA)		11/8/17
2.0	Normal Line / SPOT	11/27/17-12/01/17	2	:30	5A- News-Good Morning Washington at 5a	2	X	X	X	X	X			2	\$450.00	\$900.00	Washington (WJLA)		11/8/17
3.0	Normal Line / SPOT	12/04/17-12/08/17	2	:30	5A- News-Good Morning Washington at 5a	1	X	X	X	X	X			1	\$450.00	\$450.00	Washington (WJLA)		11/8/17
4.0	Normal Line / SPOT	12/04/17-12/08/17	2	:30	7A- ABC-Good Morning America	2	X	X	X	X	X			2	\$1,000.00	\$2,000.00	Washington (WJLA)		11/8/17
5.0	Normal Line / SPOT	11/27/17-12/01/17	2	:30	6A- News-Good Morning Washington at 6a	2	X	X	X	X	X			2	\$900.00	\$1,800.00	Washington (WJLA)		11/8/17
6.0	Normal Line / SPOT	12/04/17-12/08/17	2	:30	6A- News-Good Morning Washington at 6a	2	X	X	X	X	X			2	\$900.00	\$1,800.00	Washington (WJLA)		11/8/17
7.0	Normal Line / SPOT	11/27/17-12/01/17	2	:30	6P- News-ABC 7 News at 6p	2	X	X	X	X	X			2	\$1,100.00	\$2,200.00	Washington (WJLA)		11/8/17
8.0	Normal Line / SPOT	12/04/17-12/08/17	2	:30	6P- News-ABC 7 News at 6p	2	X	X	X	X	X			2	\$1,100.00	\$2,200.00	Washington (WJLA)		11/8/17
9.0	Normal Line / SPOT	11/27/17-12/01/17	2	:30	5:30P- News-ABC 7 News at 5p	1	X	X	X	X	X			1	\$800.00	\$800.00	Washington (WJLA)		11/8/17
10.0	Normal Line / SPOT	12/04/17-12/08/17	2	:30	5:30P- News-ABC 7 News at 5p	1	X	X	X	X	X			1	\$800.00	\$800.00	Washington (WJLA)		11/8/17

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbgi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



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Spots

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11.0	Normal Line / Access	11/27/17-12/01/17	2	:30	7P- Wheel Of Fortune	3	X	X	X	X	X			3	\$2,500.00	\$7,500.00	Washington (WJLA)		11/8/17
12.0	Normal Line / Access	12/04/17-12/08/17	2	:30	7P- Wheel Of Fortune	3	X	X	X	X	X			3	\$2,500.00	\$7,500.00	Washington (WJLA)		11/8/17
13.0	Normal Line / Access	11/27/17-12/01/17	2	:30	7:30P- Jeopardy	4	X	X	X	X	X			4	\$4,000.00	\$16,000.00	Washington (WJLA)		11/8/17
14.0	Normal Line / Access	12/04/17-12/08/17	2	:30	7:30P- Jeopardy	4	X	X	X	X	X			4	\$4,000.00	\$16,000.00	Washington (WJLA)		11/8/17
15.0	Normal Line / SPOT	12/03/17-12/03/17	2	:30	11:00:26P- News-ABC 7 News at 11p								1	1	\$850.00	\$850.00	Washington (WJLA)		11/8/17
16.0	Normal Line / SPOT	11/27/17-12/01/17	2	:30	11P- News-ABC 7 News at 11p	3	X	X	X	X	X			3	\$1,200.00	\$3,600.00	Washington (WJLA)		11/8/17
17.0	Normal Line / SPOT	12/04/17-12/08/17	2	:30	11P- News-ABC 7 News at 11p	3	X	X	X	X	X			3	\$1,200.00	\$3,600.00	Washington (WJLA)		11/8/17
18.0	Normal Line / SPOT	11/27/17-12/01/17	2	:30	11:35P- ABC-Jimmy Kimmel	1	X	X	X	X	X			1	\$500.00	\$500.00	Washington (WJLA)		11/8/17
19.0	Normal Line / SPOT	12/04/17-12/08/17	2	:30	11:35P- ABC-Jimmy Kimmel	1	X	X	X	X	X			1	\$500.00	\$500.00	Washington (WJLA)		11/8/17
20.0	Normal Line / Football	12/02/17-12/02/17	2	:30	8P- Sports-ABC College Football Prime							1		1	\$3,500.00	\$3,500.00	Washington (WJLA)		11/8/17
21.0	Normal Line / SPOT	11/27/17-12/01/17	2	:30	7A- ABC-Good Morning America	2	X	X	X	X	X			2	\$1,000.00	\$2,000.00	Washington (WJLA)		11/8/17

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